

PUBLIC INFORMATION DIRECTOR - 1110

GENERAL DEFINITION AND CONDITIONS OF WORK:

Performs intermediate professional work providing information to the public and city employees on programs, services, issues and policies; does related work as required. Work is performed under regular supervision.

This is sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects; work requires stooping, reaching, fingering, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, operation of machines, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

ESSENTIAL FUNCTIONS/TYPICAL TASKS:

Initiating and coordinating media relations; preparing news releases; preparing media kits, speech materials, calendars, brochures, and informational documents; coordinating special events; acting as City Clerk; maintaining records and files.

Coordinates the development and distribution of information regarding programs, services, activities, issues, policies, and procedures of the organization;

Initiates and coordinates media relations;

Coordinates the research, data collection, and preparation of communications, reports, and other written or visual material needed for public presentations, brochures, fliers, news releases, letters, reports, special projects, radio spots, psa's, etc.;

Writes or coordinates with other staff members to write articles, reports, editorials, and other material;

Reads and evaluates materials submitted for publication consideration;

Edits the Newton Newsletter; serves as editor of the employee newsletter;

Secures graphics from picture sources;

Interviews individuals and attends gatherings to obtain items for publication, verify facts, and clarify information; organizes material, plans overall and individual page layouts, and selects type for various publications;

Prepares a special monthly news release for the local newspaper informing the public of upcoming activities, events, services, changes;

Arranges bulletin boards and announcement board; assists with press conferences, as needed;

Serves as support staff to City Manager and City Clerk; acts as City Clerk when required;

Serves as backup to the City Clerk when necessary; notarizes documents; maintains contracts, deeds, and leases;

Confers with officials, department heads, and other staff to coordinate city observances and department activities; coordinates "Speakers Bureau" for the city;

Coordinates tasks for the senior citizens volunteers; provides photography for the city and news media as needed;

Prepares information bags for newcomers, schools, and civic organizations as requested;

Assists Festival and Events Committee with Annual Unity Celebration;

Assists the Newton Appearance Commission with the annual luminary display project, Arbor Day, and Citywide Clean-Up, with media coverage and special mailings;

Performs related tasks as required.

KNOWLEDGE, SKILLS AND ABILITIES:

Thorough knowledge of writing and editing techniques required to prepare reports and related documents; general knowledge of city programs, policies, and structure; thorough knowledge of public information and modern principles and practices of public relations media; ability to develop promotional copy and perform technical editorial work; ability to write public information reports and releases; ability to work closely at all levels with various citizens, committees, and staff members; ability to conduct independent work and to organize work; skill in the use of personal computers.

EDUCATION AND EXPERIENCE:

Any combination of education and experience equivalent to graduation from an accredited community college with major course work in public relations, communications, journalism, public administration, or related field and considerable public relations experience.